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Memo Regarding Organizational and Leadership Changes in Marketing and Communications and Digital Learning and Media Design

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INTERNAL MEMORANDUM

To: The GSU Campus Community

From: Elaine P. Maimon, President

Date: October 6, 2014

Subject: Organizational and Leadership Changes in Marketing and Communications and Digital Learning and Media Design

Rhonda Brown, Assistant Vice President of Marketing and Communications, will be leaving GSU at the end of October to become the Vice President of Advancement at the Chicago Theological Seminary. Over the last two and a half years, Rhonda led the rebranding of the university, including visual and messaging identity and the “Big Ideas Live Here” and “Trans4mation” campaigns. She oversaw the design and launching of the new website, implemented the creation and design of GSU’s first mascot, achieved national media coverage, and developed multichannel advertising and marketing campaigns to support GSU’s enrollment.

I hope you will join me in thanking Rhonda and wishing her well in her new position.

I am pleased to announce that Charles Nolley, currently the Director of Digital Learning and Media Design, has agreed to serve as the Interim Assistant Vice President for a unit that now consolidates the two departments and is renamed the Department of Digital Media, Marketing, and Communications. This consolidation and leadership change will be effective October 15, 2014.

Please join me in thanking Charles for his willingness to assume these expanded duties.